

CLAIMS

1. A reception device for receiving a broadcast wave,
selecting any of a commercial stream and a program stream
5 that are modulated in the broadcast wave, and outputting
the selected stream, comprising:

an acceptance unit operable to accept a channel
operation by a user; and

a switch unit operable to, when the acceptance unit
10 accepts the channel operation, select the commercial stream
before the program stream, as the stream to be output.

2. The reception device of Claim 1, further comprising

a first judgment unit operable to judge whether an
15 end time of one of a plurality of commercials which are
included in the commercial stream has come, the commercial
stream also including time information showing an end time
of each of the plurality of commercials,

wherein the switch unit switches from the commercial
20 stream to the program stream when the first judgment unit
judges that the end time of the commercial has come.

3. The reception device of Claim 2, further comprising

a second judgment unit operable to judge whether an
25 end time of one of a plurality of program segments which

are included in the program stream has come, the program stream also including time information showing an end time of each of the plurality of program segments,

wherein the switch unit switches from the program
5 stream back to the commercial stream when the second judgment unit judges that the end time of the program segment has come.

4. The reception device of Claim 3,

10 wherein the switch unit repeatedly switches from the commercial stream to the program stream and back to the commercial stream, so long as a predetermined condition is met.

15 5. The reception device of Claim 4, further comprising a measurement unit operable to measure a total time during which the commercial stream is selected,

wherein the predetermined condition is that the total time is below a required commercial viewing time.

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6. The reception device of Claim 3, further comprising a third judgment unit operable to judge whether the acceptance unit accepts a commercial viewing operation by the user before the end time of the program segment,

25 wherein when the third judgment unit judges that the

acceptance unit accepts the commercial viewing operation before the end time of the program segment, the switch unit switches from the program stream back to the commercial stream without waiting for the end time of the program
5 segment.

7. The reception device of Claim 6, further comprising
a display unit operable to display a character string
indicating one of the plurality of commercials that
10 corresponds to a current time,

wherein the acceptance unit accepts the commercial viewing operation of requesting to view the commercial indicated by the displayed character string.

15 8. The reception device of Claim 1,
wherein a synopsis stream is modulated in the broadcast wave together with the commercial stream and the program stream, and

the switch unit selects the synopsis stream after
20 the commercial stream and before the program stream, for a predetermined time period.

9. The reception device of Claim 8,
wherein the synopsis stream includes a plurality of
25 synopses, and

the switch unit selects the synopsis stream to output one of the plurality of synopses that corresponds to a current time.

5 10. The reception device of Claim 7, further comprising
a composite unit operable to, when the switch unit
switches from the program stream back to the commercial
stream, display a composite image in which an image of
the commercial indicated by the displayed character string
10 is scaled down and superimposed on an image of the program
segment.

11. The reception device of Claim 1,
wherein each of the program stream and the commercial
15 stream includes a bonus image at an end portion, and any
of the program stream and the commercial stream includes
information showing a selection criterion for each bonus
image,

the reception device further comprises:
20 a measurement unit operable to measure a total time
during which one of the program stream and the commercial
stream is selected; and

an output unit operable to, when a current time reaches
the end portion of the program stream, output a bonus image
25 corresponding to a selection criterion that is satisfied

by the total time measured by the measurement unit.

12. A computer-readable program used in a computer for receiving a broadcast wave, selecting any of a commercial stream and a program stream that are modulated in the broadcast wave, and outputting the selected stream, comprising:

program code operable to cause the computer to accept a channel operation by a user; and

10 program code operable to cause the computer to, when the channel operation is accepted, select the commercial stream before the program stream, as the stream to be output.

13. A reception method for receiving a broadcast wave, selecting any of a commercial stream and a program stream that are modulated in the broadcast wave, and outputting the selected stream, comprising steps of:

accepting a channel operation by a user; and

selecting, when the channel operation is accepted, the commercial stream before the program stream, as the stream to be output.

14. A system integrated circuit for use in a reception device for receiving a broadcast wave, selecting any of a commercial stream and a program stream that are modulated

in the broadcast wave, and outputting the selected stream, comprising:

an acceptance unit operable to accept a channel operation by a user; and

- 5 a switch unit operable to, when the acceptance unit accepts the channel operation, select the commercial stream before the program stream, as the stream to be output.